



Hayward Climate Action Communications Plan July 7th, 2010

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Presentation Outline

- Background and Process
- Communication Goals
- Key Communications Challenges
- Approach and Strategy
- Path Forward
- Q&A



Background and Process

- Communications Plan supports Hayward's 2009 CAP, including both near and long term goals to reduce Greenhouse Gas Emissions (GhGs)
- Developed through consultation with City staff and interviews with 14 stakeholders representing a variety of diverse interest groups:
 - Residential, Commercial, Academic, Health, Advocacy,
 Community-Based and Faith-Based Organizations



Communication Goals

- Long-term Goals
 - Community ownership of the CAP
 - Buy-in across diverse constituencies
 - Behavior Change for Residents and Businesses:
 - Drive less and cycle; walk, & use public transit more
 - compost and recycle at home and at work; reduce waste in general
 - consume less energy and water
 - take personal responsibility to reduce their carbon footprint



Communication Goals

- Near-term Goals
 - Broad community awareness of CAP
 - EECCB Program Participation
 - Education of the public with dual emphasis:
 - 1. Personal benefit (either for the individual or business)
 - 2. Environmental rationale for reducing GhGs



Key Communications Challenges

- Stakeholder interviews revealed the need to:
 - Raise public awareness regarding
 - a) climate change
 - b) community's role in CAP
 - 2. Motivate action in short- and long-term; instill behavior changes
 - 3. Effectively communicate and engage diverse interests and communities



Branding

- An overall communications "identity"
 - Create a unified and recognizable "look and feel"
 - Align diverse constituents behind a common cause
 - Apply to all communications materials and program elements



Messaging

- A simple and compelling "storyline"
 - Help to raise public awareness of Hayward's efforts to address climate change
 - Emphasize the "what's in it for me" benefits of taking action through financial savings
 - Tailored to resonate with different audiences



Communications Subcommittee

- Tell the story to the many constituents of Hayward through "champions"
 - Build a coalition of diverse interests
 - Leverage coalition to guide constituents to behavior change, achieved through 4 steps:
 - Creating awareness I see
 - Developing interest I understand
 - Inspiring desire I am willing
 - Taking action We did it!



Recognition & Reward

- Develop engaging, fun ways to make the effort about the "community"
 - Broaden recognition awards and mechanisms
 - Create challenge and competition to create interest and motivate action



Path Forward

- 1. Develop work plan charting communications milestones through the end of 2012
- 2. Convene Communications Subcommittee and schedule regular meetings to advise on:
 - Branding/messaging
 - Target audiences
 - Partnerships, coalitions, and champions
 - Recognition, rewards, and incentives



Path Forward

- 3. Update and consolidate relevant City web pages
- 4. Define specific program rollout plans
 - Determine specific target audiences, objectives, and dates
 - Develop pilot and demonstration programs for residential, commercial, industrial elements



Only the Beginning

- Approval of the Communications Plan is just the beginning of the engagement process
- Implementation measures are designed to roll out as the City implements its climate programs
- These will build <u>awareness</u>, <u>interest</u>, <u>engagement</u>, and <u>action</u>.



A Better Tomorrow, One Community at a Time SUSTAINABLE JERSEY

CERTIFIED

www.SustainableJersey.com

- Identifies actions that define what communities must achieve
- Provides tools and guidance to enable communities to make progress
- Provides access to grants and funding





SUCCESSFUL BEHAVIORAL CHANGE MODEL

- Local Government Focus
- Specific Menu of Actions
- Measurement
- Champions
- Constructive Competition
- Promotional Partnerships





INCENTIVES & REWARDS

- Grants Funded by Walmart
 - \$220,000 annually
- Priority in NJBPU Municipal Energy Audit Program
- RGGI carbon credit auction proceeds
- Sustainable Jersey Certification
 - being the best
- Annual awards



Questions & Answers





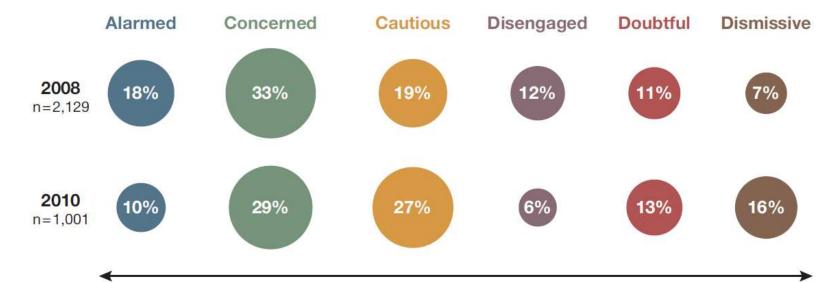
THANK YOU!



AUDIENCE INTEREST/MOTIVATION

Figure 1: Proportion of the U.S. adult population in the Six Americas, 2008 and 2010

Proportion represented by area



Highest Belief in Global Warming Most Concerned Most Motivated Lowest Belief in Global Warming Least Concerned Least Motivated

